



WEWS

# ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision      **303011 /**  
Original Date / Revision  
                                  06/27/12    10/08/12  
Advertiser **Brown / Democrat / Senate -**

Agency    **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street  
 Philadelphia, PA 19103**

Product  
**Sherrod Brown/DSCC. 10.9-10.15.1**

Agency Com    15%

Billing Contact

**1831 Chestnut Street  
 Philadelphia, PA 19103**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **Week # 4. 10.9-10.15.12**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL           POL           CAND

Product Codes   PL

Priority               P-1

Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	68	\$84,660.00	\$99,600.00	0.00
<b>Totals</b>	<b>68</b>	<b>\$84,660.00</b>	<b>\$99,600.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	68	\$84,660.00	\$99,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	12	\$600.00	P-2	0.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--					12	\$600.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 2	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	8	\$4,400.00



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Print Date: 10/10/12

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Contract / Revision **303011** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown/DSCC. 10.9** Estimate # **Week # 4. 10.9-10.15.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	8	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		8			\$550.00			0.00			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
N 3	WEWS	10/09/12	10/15/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$400.00			0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$450.00			0.00			
N 4	WEWS	10/09/12	10/15/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$1,300.00			0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$1,800.00			0.00			
N 5	WEWS	10/09/12	10/11/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-TWT---	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWT---		3			\$950.00			0.00			
N 6	WEWS	10/09/12	10/15/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$1,000.00			0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$1,200.00			0.00			
N 7	WEWS	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$1,000.00			0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$1,200.00			0.00			
N 8	WEWS	10/09/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1			\$6,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/08/12-10/14/12	Tuesday Prime C		10-11p	-T-----	:30		<del>(\$6,000.00)</del>		0.00	NM		
	Credited [adding lines to end of contract]														
N 9	WEWS	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$5,000.00			0.00			
N 10	WEWS	10/15/12	10/15/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$18,000.00			0.00			
N 11	WEWS	10/11/12	10/11/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1			\$12,000.00			0.00			



WEWS

Print Date: 10/10/12

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Contract / Revision **303011** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown/DSCC. 10.9** Estimate # **Week # 4. 10.9-10.15.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WEWS	10/11/12	10/11/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$12,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/08/12-10/14/12	Thursday Prime B		9-10p	---Th----	:30		<del>\$12,000.00</del>		0.00	NM		
	Credited [This spot moving to previous week. Money as a whole will not change. ]														
N 12	WEWS	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1				\$5,000.00		0.00			
N 13	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	6	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF-S		5				\$2,400.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
N 14	WEWS	10/13/12	10/13/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$800.00		0.00			
N 15	WEWS	10/09/12	10/15/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		4				\$600.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
N 16	WEWS	10/15/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		3				\$700.00		0.00			
N 17	WEWS	10/15/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$650.00		0.00			
N 18	WEWS	10/15/12	10/15/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			
N 19	WEWS	10/15/12	10/15/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$700.00		0.00			
N 20	WEWS	10/09/12	10/15/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1				\$6,000.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
N 21	WEWS	10/09/12	10/15/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	M-----		1				\$4,000.00		0.00			



**WEWS**

Print Date: 10/10/12

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Contract / Revision      **303011**      Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision   06/27/12/   10/08/12

Order Sep   00:20:00

Advertiser   **Brown / Democrat / Senate**   Product **Sherrod Brown/DSCC. 10.9** Estimate #   **Week # 4. 10.9-10.15.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N22	WEWS	10/09/12	10/15/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$4,500.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N23	WEWS	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$550.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N24	WEWS	10/09/12	10/15/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$950.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
													Totals	68	\$99,600.00